Minutes of the Meeting

1) Nancy Michie welcomed everyone in attendance at 6:15pm. A Light lunch was served.

2) **in Attendance:**
   - Paul Gowing,
   - Maurice Douma
   - John Schwartzentruber
   - Arnold Wiegersma
   - Jamie Heffer
   - Isaac Martin
   - Susanna Reid
   - Sharen Zinn
   - Elam B. Martin
   - Steven Fortier
   - Dorothy Kelly
   - Matt Armstrong
   - Jim Nelemans
   - Merv Baker
   - Nancy Michie
   - Sheena Baker
   - Hauke Hauschildt
   - Ron Schefter
   - Kim Johnston

   Nancy Michie began the presentation and explained the strategic planning process.

   Sheena Baker, Chair of the Core Team, facilitated the Strategic Planning Committee meeting.

3) **Introductions:**
   Everyone in attendance introduced themselves.

4) **Introduction to Strategic Planning:**
   Sheena Baker continued the presentation.

   1. **Economic Development** – Sheena Baker asked for feedback on what economic development meant to the strategic planning committee members.
2. **Ground Rules for Working Together** – Sheena Baker asked for the attendees to think about Ground rules to be followed during the Strategic planning process. A list was compiled and will be posted at every meeting.

3. **Benefits for Strategic Planning** – Sheena Baker asked for feedback on what the committee felt were benefits of Strategic planning.

Arnold Wiegersma asked about measuring the results. Is this a scale the Committee comes up with or is there a scale to measure the results from OMAFRA.

Sheena Baker will take the questions back to OMAFRA

Sharen Zinn asked what the time frame was for this process.

Sheena Baker stated that they are looking at November, 2015.

Paul Gowing stated that the County of Huron would like to know the priorities to use when planning the budget.

Ron Schefter asked when the budget is looked at, at the County of Huron

Paul Gowing said that the County of Huron looks at the budget starting in December.

4. **Vision and Mission Statements** – Sheena Baker presented the Overall Mission Statement for this Project – *To provide leadership and direction for economic development in Morris-Turnberry.*

Vision Statement Exercise – The committee took about 5 minutes and thought about a Postcard from the future and what they would like to see in Morris-Turnberry.

Vision Statement Exercise con’t – the committee broke into small groups and shared their results with each other and what they felt were the top 3 work, concepts or ideas that are most important

The groups presented their themes or ideas for what they would like to see in Morris-Turnberry

Vision Statement Exercise con’t - with the committee in their small groups, they looked at their themes and drafted vision statements.

SWOT Analysis – Each group looked at the Strengths, Weaknesses, Opportunities and Threats for Morris-Turnberry.

The groups presented their draft vision statements.

5) **Next Meeting Dates:**
The next Strategic Planning Committee meeting dates will be
- Thursday October 1, 2015 at 6:00pm,
- Thursday October 22, 2015 at 6:00pm, and
- Thursday November 12, 2015 at 6:00pm.

The committee meetings will be held at the Bluevale Community Hall, 32 Clyde Street Bluevale with a light lunch provided.
6) Adjournment

The Strategic Planning Committee meeting ended at 7:55pm

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Chairperson, Sheena Baker